

NATIONAL BLOUSE WEEK

Fashion

Approves the Blouse

IN THE GRADUAL DEVELOPMENT of women's attire, the blouse in recent years has come to occupy a position of the utmost dignity. Once considered only a garment of utility, it is now so dainty and charming in its more elaborate forms that it is the foundation, rather than the incident, of a costume.

THE MODERN BLOUSE is an evolution of the shirt waist, a manish design first worn in England a quarter of a century ago, as an adjunct to the walking costume. Paris approved and elaborated the idea, at first in stiff styles to complete the tailleur suit, progressing from linens to the delicate silks, the gorgeous satins and the fine laces of to-day.

AMERICAN DESIGNERS have linked the superb artistry of Paris with the good taste of this country. Moderation of price naturally follows in the wake of big production. In the essentials of smart style, fine craftsmanship and durability, the American-made blouse is a creation that reflects the highest credit on those whose efforts have made it so universally popular.

This Week, Blouse is Supreme

THIS IS NATIONAL BLOUSE WEEK. In 50,000 stores and shops from Boston Light to the Golden Gate the women of America will be afforded opportunities to inspect the latest models of American made blouses, and to select from more beautiful and more varied stocks than were ever before assembled in their home cities and towns.

THE DOMINANT IDEA in inaugurating National Blouse Week is to demonstrate that the American blouse is an established creation, a product second to none. The styles are created in this country, the fabrics come from American mills, the dyes are of American manufacture and equal to the best in the world.

THIS IS THE OPPORTUNITY for the women of the nation to become familiar with the wonderful work of American blouse designers and manufacturers. They will find models to suit every figure and complexion, and prices to suit every income.

TO BUY AT LEAST ONE American-made blouse this week will be an expression of good, healthy Americanism.

NATIONAL BLOUSE WEEK
November 10th to 15th '19
"Remember the Date"



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